

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVII No. 2

JANUARY 15, 1933

Per Copy 15c

IN THIS ISSUE

Ohio Nurserymen Plan Old Timers' Dinner

Nurserymen of Long-Time Experience Will Speak

Tree Care Through the Centuries

Highlights in History of Arboriculture

Rocky Mountain Nurseries Small in Number

Many Nurseries Specialize in Native Evergreens

Suggests Repeal of Clarke-McNary Law

Urges Nurserymen To Take Definite Action Now

Chicago Convention Proves As Lively As Usual

Plant Quarantine and Other Problems Discussed

Thirteen New Varieties of Grapes Offered

All Originated at the N. Y. Experiment Station

Nursery Trade Problems Clearly Depicted

By President R. C. Becker, Illinois Nurserymen's Assn.

Railroad Rate Situation Up To Date

Secretary Sizemore's Efforts Keep Rates Down

Sales at Profit Theme of Nursery Conference

N. Y. Association Convention and Conference Combine

Cooperative Organization Seriously Considered

At Minnesota and Northern Retail Nurserymen's Convention

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

Write for Samples and Price List

SAXOLIN

**DUPLIX
CRINKLED**

**COSTS
LESS THAN
BURLAP**

**MAKES
CLEAN - NEAT
BUNDLES**

**DOES A
BETTER JOB**

**KEEPS THE
MOISTURE IN**



We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.

CHASE BAG Co.

Specialty Dept. ··· Cleveland, Ohio

ORENCO NURSERY CO.

ORENCO, OREGON

Wholesale

Headquarters for Car-Lot Shipments

Norway and Schwedleri Maple, whips and headed trees; Cutleaf Weeping Birch; Hawthorne; Mountain Ash; Flowering Cherry, Crab, Peach and Almond; Roses; Fruit and Shade Tree Seedlings; Manetti, Rugosa and Multiflora rooted cuttings. Very complete supply as usual.

If you have not received our wholesale price list for this season, advise and we will gladly mail one.

Your Advertisement In This Size Space

Will Go Into
Every State In the Union

\$9.40 per Issue

(Under Yearly Term, \$8.45)

AMERICAN NURSERYMAN

P. O. BOX 124

ROCHESTER, N. Y.

Wayside Gardens

**HARDY PERENNIAL PLANTS
EXCLUSIVELY**

Write for Trade List

THE **WAYSIDE GARDENS** CO.
MENTOR, OHIO

FREDONIA GROWN

**Grapes, Currants, Gooseberries
Blackberries and Raspberries**

A complete stock in all the standard varieties
including the new

**Fredonia, Ontario and Portland
GRAPES**

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.
FREDONIA, N. Y.

Office and storage one block off Route 20

AN INSURANCE POLICY

Money put into advertising is like money put into an endowment insurance. At first you have merely the protection of a branded and advertised name, then the bonus certificates begin to come in, and ultimately in the fullness of time the money is returned with profits.

But the premiums must be kept up. The surrender value of an advertising campaign in the early days is very small.

When you decide to advertise resolve that it shall be a scheme of marketing to cover a period of at least two to three years.

The above is an excerpt from an article by a prominent British advertiser. It certainly hits the nail on the head. Without a doubt, it is the man who is advertising now, consistently and attractively, who will reap the first and full benefits of a return of normalcy in public buying.

AMERICAN NURSERYMAN ---- January 15, 1933

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

Classified Business Announcements In Current Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

American Bulb Company.....	Importers Bulbs, Seeds, Etc.....	31	Naperville Nurseries	Lining-out Stock	31
Bernardin, E. P.....	General Nursery Stock	31	Neosho Nurseries Co.	Digger	30
Bobbink & Atkins.....	Broadleaf Evergreens, Etc.	29	Norton, A. L.....	Pin Oak Seedlings	29
Burr & Company, C. R.....	General Nursery Stock	31	Orengo Nursery Co.	General Nursery Stock	18
Canterbury Nurseries	Boxwood	30	Painesville Nurseries	General Nursery Stock	27
Chase Bag Co.....	Saxolin	18	Parsons Wholesale Nurseries.....	General Nursery Stock	31
Chase Company, Benjamin.....	Nursery Labels	29	Portland Wholesale N. Co.....	General Nursery Stock	31
Conigisky, B. F.....	Hand Colored Photographs.....	29	Princeton Nurseries	General Nursery Stock	31
Foster Nursery Co.....	Grape Vines, Currants, Etc.....	18	Process Color Printing Co.....	Loose-leaf Plate Book	30
Herbst Bros.	Tree and Shrub Seed	31	Rambo, L. J.	Small Fruit Plants	29
Hill Nursery Co., D.	Evergreen Plate Book	31	Ramsay & Co., L. W.....	Catalogue Printers	29
Hill Nursery Co., D.....	Evergreen Specialists	31	Scarff's Nursery	Small Fruit Plants	31
Hogansville Nurseries	Peach Pits	29	Schifferli & Sons Nurs., F. E.....	Grape Vines, Berry Plants, Etc....	30
Horticultural Advertiser	Trade Paper	29	Storrs & Harrison Co.....	General Nursery Stock	27
Howard Rose Co.....	Roses	31	Tolleson Nurseries	Chinese Elm	22
Ilgenfritz' Sons Co., I. E.....	Fruits and Ornamentals.....	29	Washington Nursery Co.	Seedling, Trees	31
Keystone State Nurseries.....	Peach, Cherry, Maple	31	Wayside Gardens Co.....	Hardy Perennial Plants	18
Kile, O. M.	Plant Patent Attorney	31	Westcott Nursery Co.....	Evergreens, Shrubs, Trees	29
Leonard & Son, A. M.	Nursery Tools	31	Westminster Nursery	Privet, Poplar, Etc.	31
Lovett, Lester C.....	Privet and Berberis	31	Willis Nursery Co.....	General Nursery Stock	29
Milton Nursery Company	General Nursery Stock	31	Wilson & Co., C. E.	Lining-out Stock	29
Modern Nursery	A Book Every Nurseryman Needs..	27	Wohlert, A. E.	General Nursery Stock	29
Monroe Nursery	Fruits and Ornamentals	29			

PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 31—Peach, to Maurice A. Blake, New Brunswick, N. J., to New Jersey State Agricultural Experiment Station, New Brunswick, N. J., October 11, 1932. Characterized by the self fertile peculiarity of its flower, and the white fleshed characteristic, the color and ripening season of its fruit, as shown.

No. 32—Freesia, to Gerald Hew Dalrymple, Southampton, England, to C. J. Van Bourgondien, Babylon, N. Y., October 11, 1932. Characterized particularly by the "lavender-mauve" color and large size of its blossoms, the large number of blossoms per spike, four blossoms open at a time, and ample foliage of a light green color.

No. 33—Hybrid Tea Rose, to Paul M. Pierson, Ossining, N. Y., October 11, 1932. Characterized particularly by its rose to rose-red color as distinguished from the rose pink to deep rose pink color of the somewhat similar variety known as Briarcliff.

No. 34—Carnation, to Abner B. Shaw, North Dartmouth, Mass., to Stephen E. Shaw, North Dartmouth, Mass., October 11, 1932. Characterized particularly by its deep pink or red color tones, its large size and almost perfect form, its strong stem and calyx cup which prevents bursting, its vigorous growth and freedom from disease.

No. 35—Carnation, to Russell Engle, Kokomo, Ind., to Thomas L. Knipe, Kokomo, Ind., October 18, 1932. Characterized by unusually large flowers, the petals of which are generally a rich cream in color and streaked and tinged with flame and with pink.

No. 36—Dahlia, to Jessie J. Broomall, Eagle Rock, Cal., to Charles G. Reed, Lawrence, Mass., October 18, 1932. Characterized by its white bloom having distinctive greater dimensions diametrically and axially and all parts of the bloom having relatively proportionate dimensions.

No. 37—Carnation, to William Sim, Saugus, Mass., October 25, 1932. Characterized particularly by the intense deep pink color of its blossoms, their full and almost perfect formation, delicate fragrance and extraordinary keeping qualities; and by the vigorous growing habits of the plant and its ease of reproduction due to the unusual growth of side shoots.

No. 38—Rose, to Matthias Leenders, Teyl, Netherlands, to Jackson & Perkins Co., Newark, N. Y., October 25, 1932. Characterized by the bronze color of the flower, the length of the bud, and its prolific habit of growth as shown and described.

No. 39—Brambleberry, to Percy W. Meredith, Oregon City, Ore., October 25, 1932. A new variety of brambleberry substantially as shown and herein described. (Herein meaning in the patent papers).

No. 40—Thornless barberry, to William Sutherland, Boulder, Col., to Stark Bros. Nurseries, Louisiana, Mo., Nov. 8, 1932. Characterized particularly by the absence of spines and the intense scarlet color of its leaves, as herein shown and described.

No. 41—Cherry, to Luther Burbank, deceased, to Elizabeth W. Burbank, executrix, Santa Rosa, Cal.; to Stark Brothers Nurseries, Louisiana, Mo., Nov. 8, 1932. Characterized by its vigor of growth, the toughness of its wood, and the large size and absence of susceptibility of cracking and rot of its fruit.

No. 42—Grape, to Herman J. B. Wiederkehr, Altus, Ark., to Stark Bros. Nurseries, Louisiana, Mo., Nov. 8, 1932. Characterized particularly by the early ripening, exceptionally large size, and superior quality of its fruit, as herein shown and described.

No. 43—Freesia, to Edward A. Manda, East Orange, N. J., Nov. 8, 1932. Characterized by its long pure white, gracefully tapering perianth and flat opening floral segments.

No. 44—Freesia, to Gerald Hew Dalrymple, Bartley, Southampton, England, to C. J. Van Bourgondien, Babylon, N. Y., Nov. 22, 1932. Characterized particularly by its large orange colored flowers, profuse growth and blooming habits and rapidity of reproduction.

No. 45—Rose, to Emile J. LeDuc, Danville, Pa., Nov. 29, 1932. Characterized particularly by its large, strong, almost thornless stems, the very dark crimson scarlet shading of its flower and the maintenance of the persistency of these characteristics.

No. 46—Strawberry, to Oliver C. Cordrey, deceased, Salisbury, Md., by Hannah E. Cordrey and Eastern Shore Trust Company administrators, Salisbury, Md., and Ernest W. Townsend, Salisbury, Maryland, assigned to Ernest W. Townsend, November 29, 1932. Characterized by its heavy plant growth, strong producing qualities, its early ripening of berries of superior color and shape, and having a distinctive, sprightly, aromatic flavor.

No. 47—Pecan, to William H. Brake, Rocky Mount, N. C., November 29, 1932. Characterized particularly by its extraordinarily thin shell, its regularity of shape, its plump kernels of good flavor, its superior cracking-out qualities, its regularity and sureness of fruiting and its relative freedom from diseases.

No. 48—Plant or rosebush, to George B. Hart, Brighton, N. Y., December 6, 1932. Characterized by having roses in which the outside base of the petals is of light cadmium yellow in color, blending into alizarine pink, the inside of the outer petals being rose colored veined with Tyrian rose and the inner petals being eosine pink in color suffused with rose Tyrian, as shown.

No. 49—Rose, to Nicholas Grillo, Milldale, Conn., December 20, 1932. Characterized particularly by its large white flowers having conical or pointed centers, often slightly suffused with pink.

No. 50—Rose, to James Didato, Middlesex, N. J., December 20, 1932. Characterized particularly by its reddish-pink buds, opening into a yellow flower with pink-tipped outer petals.

No. 51—Peach, to W. F. Ramsey, Okanogan, and Andrew T. Gosman, Wenatchee, Washington, December 20, 1932. Characterized particularly by higher coloring, better flavor, almost entire absence of fuzz, firmer flesh and superior shipping qualities.

The Nurseryman's Forte:
To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVII

ROCHESTER, N. Y., JANUARY 15, 1933

No. 2

Chicago Convention Proves As Lively As Usual

Plant Quarantine System Fully Discussed as Was Other Nursery Trade Problems—
Arthur Palmgren Heads Association For This Year

THE seventeenth annual convention of the Illinois Nurserymen's Association was held at Chicago, January 11-13. The attendance was light. It was better than had been expected—about 50% of last year.

The outstanding features of the program were Chairman Meehan's (A. A. N. Quarantine Committee) address on "How to Live with Quarantine," and the address by J. M. Bennett (in charge of Roadside Development in Wayne County, Michigan) on "Landscape Development of Roadsides."

The association passed a resolution commending the State Natural History Survey for work on investigation of Elm Wilt, and calling for repeal of Section 4 and 5 of the Clarke-McNary Reforestation Law.

Arthur Palmgren, Glenview, was elected to the presidency; Elmer Clavey, Deerfield, vice-president; Ernest Kruse, Wheeling, treasurer; Miles W. Bryant, Princeton, re-elected secretary; N. E. Averill, Dundee, and William A. Beaudry, Chicago, were elected directors to serve three years.

John W. Miller, Acting Chief Plant Inspector of the Division of Plant Industry, of the state of Illinois, spoke to Nurserymen assembled at the Chicago convention on the Plant Quarantine system from the standpoint of the state inspection officials.

Mr. Miller commended Nurserymen of Illinois on their fine cooperation with state inspection authorities. He told his listeners that it is absolutely necessary, for the good of all concerned, that all forces pull in unison. "Working out of our future quarantine policy will require whole-hearted spirit of co-operation and unselfishness between the growers and the quarantine officials," said Mr. Miller.

"I think," he continued, "we may well believe that in our quarantine system today we are confronted with a serious situation, a situation which may call for policies as were unthought of a few years ago, and I am also inclined to think that we have no time for theorizing, and that we must bear in mind that we are dealing with economic conditions which must be considered in terms of dollars and cents. But before making any drastic changes in our quarantine situation we must give the subject much serious thought and consideration, and at this time we must regulate our actions in the light of our present day knowledge."

The present concern evidenced by the Illinois Nurserymen, the Department of Agriculture and others has been occasioned largely by the removal of the European Corn Borer quarantine, the possibility of the removal of the Japanese Beetle Quarantine, and the proposed extension of the Phony Peach Disease quarantine. The Illinois Division of Plant Industry was unexpectedly notified of the removal of the European Corn Borer quarantine "effective July 15,

NEW ENGLAND NURSERYMEN'S ASSOCIATION W. N. Craig, Weymouth, Mass., Secy.

The Twenty-second Annual Meeting of the New England Nurserymen's Association will be held at Hotel Statler, Boston, on January 24 and 25. The program follows:

Jan. 24—10 A. M.

Poster display featuring Surplus and Want Lists. Kindly mail your copy or bring it with you. You will find the bulletin boards in Parlor B on mezzanine floor.

1:30 P. M.—Members are earnestly requested to come together promptly for the opening session as there will be much business to transact. This session will remain open until 5:30 p. m.

Roll Call of Members

President's Address—Alexander Cumming, Jr.

Reading of Records

Annual Reports—The Secretary, William N. Craig; the Treasurer, Frederick S. Baker

Appointment of Special Committees—Auditing—Nominations—Resolutions

Committee Reports—Executive, Hugo H. DeWildt; Vigilance, J. J. McManmon; Legislative, Donald D. Wyman; Publicity, P. J. Van Baarda; Transportation, Charles Adams;

1932, on account of lack of funds with which to adequately enforce effective quarantine."

Whether the same thing may happen with respect to the Japanese Beetle quarantine has been said to be a possibility. If the Federal quarantines on these major pests as they now stand are desirable and justifiable, then I see but one thing for the growers and other interested parties to do, and that is for us to bring such concerted pressure to bear upon the proper authorities that the necessary funds will be appropriated for this purpose.

Seeks Chinese Elm Trees

Robert O. Whiteaker, Department Adjutant of the American Legion of Texas, at Austin, has written to the Secretary of the Southwestern Nurserymen's Association to the effect that their memorial planting of trees this coming spring does not at this time seem feasible, since only 50 Chinese elm trees are available from the Texas Forest Service. The Legion requires from 400 to 500 trees of this variety, for the annual planting of hard wood trees in memory of and dedicated to their deceased comrades of the World War. Mr. Whiteaker would like to get in touch with any Nurseryman who would donate some Chinese elm trees for the purpose named.

Donald W. Lear, associate of the firm of Outpost Nurseries, New York City, and Ridgefield, Conn., has moved to Charleston, S. C., to take charge of the branch Nursery that has been established there, on U. S. Route 17, the Charleston-Savannah highway. Mr. Lear thinks that the climate of the South Carolina coast is as nearly perfect as any he has ever experienced.

Membership, Cornelius Van Tol; Educational, Richard M. Wyman

Address—"Some New, Interesting and Desirable Hardy Herbaceous Perennials"—Alexander Cumming, Jr.

Everyone knows how increasingly important Hardy Perennials are today and there is no grower better fitted to handle the subject than our esteemed President.

The Question Box—Some questions of great importance will be found here this year. See that your questions are handed in early.

The Annual Dinner will be served promptly at 6:30 p. m.

January 25—Morning Session—9:30 Sharp

(This does not mean 10 o'clock)

Report of Special Committees—Auditing—Nominations—Resolutions

Election of Officers for 1933

Addresses

"A Message to the Nurserymen of New England"—William Warner Harper, Andorra Nurseries, Crestnut Hill, Penn.

We feel specially favored in being able to present so eminent a Nurseryman as the esteemed head of the noted Andorra Nurseries, a gentleman who is a prince of his profession and whose words should rouse, enthuse and quicken all of us.

"What is the Future of Publicity and the Market Development Campaign?"—Paul V. Fortmiller, Newark, N. Y.

We are always glad to have Mr. Fortmiller with us and hear his interesting comments on this important question.

Unfinished Business

Afternoon Session—1:30 P. M.

Address: "Some Results of Six Years of Bird Banding"—Mr. Lawrence B. Fletcher, Federation of Bird Clubs of New England, Inc.

Mr. Fletcher will show us, with the aid of numerous stereopticon slides, the association of Bird Sanctuaries and Bird Reservations and their intimate relationship to Horticulture, also mentioning the special types of plants and flowers which attract birds the most. We all know the inestimable value of birds to Nurserymen. Mr. Fletcher will prove to us how supremely important is our winged aerial fleet to mankind.

Introduction of new President.

Adjournment.

What Is Your Experience?

A Nurseryman writes us to the effect that he would very much like to know what experience other Nurserymen have had with the use of emulsified oils—if they have been troubled by burning—how various kinds control aphids, scale, etc.

Since many Nurserymen may also be interested in the experiences of others, may we suggest that those of you who have had experiences along this line send them in so that we may use them in these columns—for a mutual exchange of information and opinions.

Tree Care Through the Centuries

Interesting Highlights in the History of Arboriculture Reveal That "There Is Nothing New Under the Sun"—Today's Practices Only Further Development

By Charles F. Irish, President, Charles F. Irish Company, Bratenahl, Cleveland, Ohio

EACH year at tree transplanting time, as people see huge twenty or thirty-inch trees being moved, many marvel at the operation and express amazement at this miracle of modern science. To them it is a new achievement. Even many in various horticultural professions believe that successful tree moving is an accomplishment of the last few generations.

But this is far from the truth. Large tree moving, like tree surgery, had its beginnings several thousand years ago. The ancients knew most of the fundamentals of tree care. All our work today is based on these fundamentals, but we have added refinements which can be credited to present day scientific research and to the developments of better equipment and tools. As will be pointed out later, many developments first discovered hundreds of years ago, and then discarded, are being brought forward as new today.

Many of the ancient peoples displayed a marked evidence for trees and, in numerous instances, worshipped them. The early Egyptians, for example, had a sacred tree and the frequency with which the mention of trees appears in Egyptian writings indicates that they placed far greater importance on trees than most of us do today. Possibly the scarcity of trees in Egypt, due to adverse climatic conditions, played a part in creating this attitude.

As far as we know the Egyptians were the first people to transplant trees with a ball of earth. Their writings reveal that 4000 years ago they transplanted trees in this manner after transporting them some 1500 miles by boat. Too, they devised the practice, still in use today, of building a wall of soil about the newly planted tree to form a basin to retain water.

The Babylonians were not far behind the Egyptians in their interest in trees. They established sacred groves and entrusted their care to a given family. The planting of trees was a sacred occupation, with careful instructions being handed down from generation to generation. Cyrus, King of Persia, so it is said, planted gardens and orchards with his own hand. Xerxes, while his men ravished the countryside, warned them not to destroy or injure the trees of the enemies. Trees were under the special protection of one of the gods—swift punishment came to him who injured a tree.

Ancient Greece, cradle of science, nurtured developments in arboriculture as well as the other sciences and arts. At one time the death penalty was dealt out to anyone cutting down a tree. Theophrastus, writing about 300 B. C., has left us a valuable treatise, the "Enquiry into Plants." Among other things he advised that in transplanting trees, care be taken to save the entire root system. His practice was to fill the hole with a quantity of good soil and manure and he suggested that the tree be oriented to the same point of the compass as in the original location and that the branches be pruned back. Orienting of trees is still practiced today by many successful planters.

Theophrastus tells of plastering wounds with mud to prevent them from drying out and to hasten healing. In this connection, it is interesting to note that within the last year it has been advocated that wax be used as a protective covering for newly transplanted trees. Thus while the ancients used mud, we are today following the same principle but substituting wax for mud.

Church history mentions gardening and tree care frequently. St. Jerome (343-420 A. D.) speaks of the gardens and orchards Anthony made in the Egyptian desert to which he had fled. This same Jerome gave

these very sensible instructions to one of his proteges: "Hoe your ground, set out cabbage, convey water to them in conduits."

For many centuries the monks kept alive the science of horticulture and of arboriculture and spread them with Christianity throughout Europe. Fruit was a favorite monastic crop. The orchard provided apples, pears and cherries for eating, grapes for wine and apples for cider. The Wardor pear which has been famous for years in England was originated at a Cistercian monastery in Bedfordshire. Brithnot, first abbot of Ely in 1107, a celebrated gardener and grafter of trees, laid out extensive gardens and orchards and gave Ely its fame for grapes.

In 1249 it is said that fruit trees were forced and for the first time made to mature fruit in the midwinter season. This was in the Netherlands. During the sixteenth century there was an awakening of interest in large tree moving in France and Germany and in the seventeenth century all phases of tree care began to attract considerable attention. Soon after 1700 the successful moving of fruit trees 30 to 40 years of age and oak trees that required 12 horses to pull are recorded. One arborist advocated the tree moving in moist weather so that the soil would adhere to the roots. Another recommended July, August and September as the best months for transplanting.

William Lawson, writing in 1618, after some forty years' experience, opposed close planting, claiming that it shortened the life of the trees. He believed that trees should be planted high in heavy soil and deeper in light soil. He observed that the cutting back of the tops too much retarded the root development and advised against too hard pruning. Lawson pointed out, too, the necessity of pruning back the top to balance the roots after transplanting. In such pruning he advised that all cuts be sloping cuts, leaving a growing twig on the upper side of cuts. All cuts or wounds of any size were to be painted.

Lawson was familiar with tree surgery and practiced it by cutting away the dead wood, plastering over the wound with a mortar made chiefly of manure, and pruning back the top of the barked tree, all of which is very good practice today.

The picturesque language of Lawson is fascinating. This paragraph is typical: "Deadly wounds are when a man's arborist, wanting skill, cuts off armes, boughs or branches an inch, a handful or half a foot or more from the body. These so cut cannot cover in any time with sap, and therefore they die and dying they perish the heart, and so the tree becomes hollow. The remedy is, if you find him before he is perished, cut him close, fill his wound, tho never so deepe, with mortar well tempered and so close at the top his wound with a Seare-cloth doubled and nailed on, that no aire or rain approach his wound."

A well known and rightly famous book, "Silva, or a Discourse of Forest Trees," by John Evelyn, appeared in 1664. Evelyn's book contains much good advice, valuable even today. He was one of the first to deplore the "wood butcher," who, under the guise of a tree man, defaced and mangled trees. He berated the unskillful woodman who, in pruning, left stubs to decay, instead of cutting the branches close to the bole. Evelyn promulgated many new ideas; he advanced the theory that tree roots need air; he suggested fumigation with smoke for blights; he advocated tree moving to improve unwooded property. "The planting of trees is more worthy of a prince than winning battles or subduing provinces," said Evelyn in a letter to the King.

Evelyn goes on to say that Louis XIV was the sponsor of the greatest tree moving operation of all time. The king had his engineer, LeNotre, move hundreds of large trees

from Bois de Bologne to his gardens at Versaille. The machine used was very ingenious and was on display at Versailles up to the time of the French Revolution.

Another large tree moving operation mentioned by Evelyn was that conducted by a prince who successfully moved 600 cocoa palms 50 to 80 feet high a distance of several miles.

Professor Brown was the most noted arboriculturist following Evelyn. He published a work in 1726 describing his equipment and method of moving trees. His equipment was similar to the Fitzharding rig and allowed the trees to be moved in a horizontal position. He preferred to move trees in cold weather with the aid of a frozen ball, but did not make use of or advise root pruning as did Fitzharding.

For the next fifty years there was little improvement in the art of tree moving. Boutcher, writing in 1775, suggested a Nursery practice wherein trees are transplanted frequently. He advocated a system of training roots which would enable the tree to establish itself more quickly. He suggested pruning the branches so that both the branches and roots were shortened proportionately. Evidently tree quacks were not unknown at that time, for Boutcher says: "Of all the quacks I know, the most dangerous, next to those in the physic, are the quacks in Nursery-gardening. They not only rob us of money, but what is far worse, keep us in long expectation of what we never enjoy."

About the same time Marshall gained an enviable reputation as a successful planter. He seems to have followed Boutcher in regard to the care of roots of trees to be transplanted.

Another writer of this period, McIntosh, in his "Book of the Gardens," recorded that one of the advantages of subterranean tile was the beneficial effect of securing soil aeration. He illustrated a method of laying tile under a tree about which the grade had been raised, whereby the tile not only carried off the surplus moisture but also provided soil aeration.

The next arborist of note was William Forsythe, gardener to the King of England. Forsythe in 1791 wrote a book on the preservation of trees, in which he described his method of cleaning and filling cavities. Forsythe's instructions were in part as follows: "Care must be taken to prepare the tree properly for its application, by cutting away all the dead, decayed and injured parts until you come to the fresh sound wood, leaving the surface of the wood very smooth, and rounding off all the edges of the bark with a draw knife or other sharp instrument, perfectly smooth, which be particularly attendant to." The filler used by Forsythe was made of a mixture of cow dung, old lime rubbish, wood ashes, and river sand.

Sir Henry Stuart, in 1828 published a planters' guide containing practical advice on the best method of giving immediate effect to woods by the removal of large trees. He was very successful in his planting and claimed that trees which he had moved grew from 2 feet to 3 feet a year. He used the diameter of the trunk of the tree 1 foot above the soil to measure trees, and suggested that the soil ball be 1 foot in diameter for each inch of diameter of the tree to be transplanted. These are commonly used specifications in tree moving contracts today.

These represent only a few of the many interesting highlights in the history of arboriculture but they serve to show the antiquity of the profession and how the practices have been slowly developed over a long period of years. Our knowledge, of which we are so proud today, is the sum of the knowledge of several thousand years. Compared with the discoveries up to 1800, almost nothing has been added to our knowledge since that time.

Rocky Mountain Nurseries Small In Number

Many Nurseries Specialize in Evergreens, Thousands of Which Abound in Nature's Own Nurseries—Much Interest Manifested in Rock Gardens

BACK in August 1924, twenty Nurserymen in the state of Colorado, realizing the advantages of a trade organization, effected the Rocky Mountain Nurserymen's Association. Since that time the organization has grown considerably and has become an active association working for the good of those Nurseries in that section of the country. The original three-fold purpose of organization was united action as to dishonest practices on the part of some Nurserymen; urging of legislation to correct evils, when necessary, and the fostering of fruit raising.

What the Rocky Mountain section lacks in the number of commercial Nurseries, it makes up in Nature's vast mountain verdure. Almost as many evergreens are seen in this section of the country in Nature's Nurseries as are viewed in a visit to one of the largest Nursery centers of America.

There are 56 mountains more than 14,000 feet high in the United States, and Colorado has 46 of them. Denver is the gateway to 12 national parks.

The Horticultural Census conducted by the federal government a couple of years ago lists reports from 139 Nurseries in the Rocky Mountain section, with an investment of over \$700,000 in the Nursery business.

Some of the Nurseries in that section are

The Tolleson Nurseries

This Nursery business was originally established at Lake City, Minnesota, in 1906 by G. A. Tolleson. He was later joined by his brother, John Tolleson. The stock grown at first was mostly fruit trees and small fruit for the rural trade of Minnesota and Wisconsin. Distribution was through the medium of salesmen.

In 1921, Mr. Tolleson sold his Nursery at Lake City, and moved to Denver, Colorado. A year later, with the help of his brother, and son, L. W. Tolleson, he started the present company which specializes in landscaping and the growing of ornamental Nursery stock, especially evergreens.

Mr. Tolleson is especially interested in the propagation of unusual types of Juniper scopulorum and of Colorado Blue Spruce. He is constantly searching for better varieties. Several years ago he discovered in the Rockies a silvery weeping Juniper, and also a very slender pyramidal type of the scopulorum resembling the Italian Cypress. Both of these he is propagating by means of grafting and hopes soon to introduce them to the retail as well as the wholesale trade.

At present the two classes of stock grown in quantity for wholesale shipping are Chinese Elm and native varieties of Colorado Evergreens. As the soil and climate in this section of Colorado are very favorable for the growing of Chinese Elm, millions of seedlings, as well as trees, have been grown here and shipped throughout the United States and Canada.

State Nursery and Seed Company

This Helena, Montana, Nursery was founded in 1890 by Thomas E. Mills who is now

president and general manager of this large concern.

The State Nursery & Seed Co. is a complete horticultural establishment having about 60 acres devoted to growing hardy and adaptable Nursery stock and maintaining a large greenhouse plant containing 250,000 square feet of glass. It maintains large seed testing grounds in which all its Peerless brand seeds are tested and many experiments of both seeds and Nursery stock are carried on.

The concern issues a 144-page catalog each year which is distributed over Montana and the northwest states and which completely lists and describes their complete line of merchandise, the catalog including a color supplement.

"Interest in home landscapes has greatly increased in the Northwest," says William J. Mills, "although the trend of the immediate times has dampened somewhat the present plans of many home owners in this respect. Consequently, sales have suffered somewhat. Interest in rock gardens and perennial gardens is enthusiastic and many homes are making plantings."

New plants and seeds are always of interest and the State Nursery & Seed Co. will list many new creations in their 1933 catalog which they have tried and found to be adaptable to Northwest conditions. The new Double Golden Gleam Nasturium which they listed and featured in their last year's catalog proved to be a great seller and the sales of rock garden plants was a bright spot in their trade.

"It is needless to say," Mr. Mills adds, "that these are rather trying times for the Nurseryman but one point should be remembered, that their's is a work where art must be sold as well as a good quality of merchandise. The sun of prosperity will not always stay behind the clouds of depression, so don't let prices defeat a good cause."

Upton Gardens

Upton Gardens, Colorado Springs, Colo., was not established, it "just grew" like Topsy. Mrs. G. R. Marriage came from England here in 1913 and, hankering after the English kind of garden, imported seeds and plants (Oh, shades of pre-quarantine days!). People seeing these English delphiniums, Sutton's canterbury bells, Correvon's al-pines, etc., wanted plants—so she began to sell her surplus plants.

Seeing and studying the design of English and Continental gardens as a vacation hobby in the past now proved an asset and as the home flower garden grew into a Nursery a department of garden designing grew with it. In a region where selection of adapted or adaptable plant material is so necessary this design department and Nursery hand-in-hand has meant much effort and outlay, but it led to somewhat satisfactory results for customers. Designing is done for larger homes and suburban estates and is always a separate charge. Plans are a valuable service and not "given with the job." The little Nursery of 14 acres is

stocked with acclimated material, large and small, for these plantings.

In addition Upton Gardens has a stock of probably 1000 to 1500 selected Blue spruce, of various sizes, and of Juniper scopulorum, and is distributing for experimentation other Colorado evergreens that Mrs. Marriage find of value in landscape work in Colorado—notably Juniper monosperma and Pinus aristata.

A recent addition to the Nursery is a moraine containing many species of native Colorado al-pines and sub-al-pines, especially for rock gardens, and a growing collection of hardy cacti. Plants and seed of al-pines and cacti are being sold in Europe as well as in the United States.

"Wasn't that depression terrible?" queries Mrs. Marriage. "It hit Colorado like styles in hats—somewhat later than other regions and Upton Gardens did not escape, but everything is set for a good year in 1933."

Sunset Nursery

The Missouli, Mont., Nursery, with the exception of some specialties grown for the wholesale trade, supplies local trade only. A general line of Nursery stock, including evergreens, is carried; some local landscape work is executed.

Says W. E. McMurry: "Situated as we are at an altitude of about 3200 feet, on the western slope of the Rocky Mountains, our list of reliable hardy plants is necessarily limited. Most of the deciduous shrubs thrive here including roses, and Western Montana has a reputation for apples and cherries (both sweet and sour). Being a small concern, we probably have not felt the depression as badly as larger Nurseries. Our business last year was nearly normal, and the prospects for this year are good."

Leaves 500,000 Plants

More than 500,000 plants, shrubs and trees, ranging from ginkgo trees to tritoma pfitzeri, were among the assets of the estate of Abraham L. Miller, horticulturist, who left more than \$120,000 to charities after the termination of a trust fund for his widow, says the New York Times. Mr. Miller died on Aug. 28, 1931, in Brooklyn. He left a gross estate of \$379,672. Chief assets were real estate parcels used in connection with his Nursery and greenhouses. They were valued at \$315,700. The plants and shrubs, whose Latin names filled several sheets of tax schedules, were appraised for a total of \$43,884.

A legacy of \$2,000 was given to the New York Florists' Club and \$5,000 to the Society of American Florists and Ornamental Horticulturists for prizes and horticultural work.

Fruit Tree Sales Up

Greening Nursery Company, Monroe, Mich., reports a twenty-five per cent increase in orders for fruit trees for 1932 over the preceding year. Howard D. Fashbaugh, secretary of the company says this is due to farmers trying to recoup their losses from low prices of farm products by raising fruit which has given fruit growers a profit.

CHINESE ELM

ULMUS PUMILA (Northern Strain)

Seedlings (two years) 6-12" to 5-6'

Trees 5-6' to 2-2½" cal.

Prices Right. Best Quality Stock.

Tolleson Nurseries
DENVER, COLO



A Block of Young Chinese Elm Trees—Tolleson Nurseries, Denver, Colo.

Ohio Nurserymen Plan Old Timers' Dinner

In Connection With Twenty-Sixth Annual Convention of Association Following Two-Day Nursery School at Ohio State University, Columbus

HERE won't be any salad forks or butter knives on the table nor will anyone be allowed to make a speech who hasn't been in the Nursery business somewhere between twenty-five and forty years at the annual dinner of the Ohio Nurserymen's Association to be held at the Deshler-Wallick Hotel, Columbus, on the evening of January 26, preliminary to the annual meeting to be held at the same place on January 27.

A Ye Olde Time Dinner has been planned by the committee, with old fashioned dishes, served like they used to be down in the country and the program afterward is to consist of short talks by older members of the association. The old boys are to be given a chance to tell the younger members how they got by the depressions of other years and how the lessons from them may help out right now.

Harry S. Day of the Fremont Nursery, who began growing Nursery stock for himself in 1889, will be toastmaster. Among the old timers who are to be called on are W. C. Harrison, Painesville, who will discuss "How did Nurserymen avoid hard times in the depression '93?"; T. B. West, Perry, on "When is the proper time to burn Nursery stock?"; W. F. Bohlender, Tippecanoe City, on "Profits in the Department Store Trade. If not, why not?"; Ed George, Painesville, on "Is it a logical channel to distribute Nursery stock through Department Stores, Hardware Stores and other General stores?"; A. N. Champion, Perry, on "Shall we have a fee for Nursery Inspection?"; J. S. Burton, Cass-town, on "Sales methods in the nineties and now"; T. A. McBeth, Springfield, on "Methods of growing in the nineties and now"; Prof. Wendell Paddock, Ohio State University, Columbus, "Early Ohio Nurseries"; A. S. Buskirk, Independence, on "Advertising methods in the nineties and now"; P. W. Leonard, Piqua, on "Reasonable functions of State Nurseries."

The following subjects have not been assigned but will be open for discussion, along with other subjects—"When is a Christmas Tree Nursery Stock?"—"Is a Christmas Tree a Limb?"—"Nursery Reminiscences."

The convention meeting on January 27 will, aside from business, be devoted to two round-table discussions. The morning topic, to be led by Thomas B. Medlyn of the W. A. Natorp Company of Cincinnati, will deal with specialty items for the average Nursery. In the afternoon, merchandising will be considered, with Clarence O. Siebenthaler of The Siebenthaler Company, Dayton, leading the discussion.

The annual convention this year will be open to members only. This is a new feature of the Ohio association. It has been found that in recent years others than Nurserymen have been attending without being invited.

The convention will follow a two-day Nursery school to be held at Ohio State University on January 25 and 26, under the auspices of the Department of Horticulture. The dinner on the evening of January 26 will serve to close the school and open the convention.

The complete program for the twenty-sixth annual convention is as follows:

Thursday—January 26

7:30 p. m.—Ye Olde Time Dinner—Harry S. Day, Fremont, Ohio, Nursery, Toastmaster. Convention Program Open to Members Only.

Friday, January 27

8:00 a. m.—Executive Committee Breakfast and Meeting.

9:30 a. m.—Annual Business Meeting.

1. Call to order
2. Reading of Minutes
3. Reading of Communications
4. Reports of Committees
5. Unfinished Business

Nurserymen's and Landscape Gardeners' Short Course

To Be Held at Ohio State University, Columbus, Ohio, January 25-26

Wednesday, January 25

- 8-9 a. m.—Registration.
9:15-10:15 a. m.—"Landscape Maintenance, Pest Control, Fertilization and General Care"—H. C. Esper, Department of Horticulture, O. S. U.
10:15-11:00 a. m.—"Electrifying the Nursery Industry"—G. H. Poesch, Department of



HARRY S. DAY, Fremont Nursery
Fremont, Ohio

Was sworn in on January 3 to begin his fourth term as the state treasurer of Ohio. At the November election, when the Democrats elected a governor and a president by overwhelming majorities, Mr. Day overcame the handicap of being a Republican and was re-elected to office on the Republican ticket by around 50,000 majority. Evidently Ohio voters have confidence in the honesty of a Nurseryman when they put him in charge of the state funds for a fourth time. Mr. Day is also a member of the executive committee of the Ohio Nurserymen's Association. He is to serve as toastmaster at the old timers' dinner to be held in connection with the annual meeting of the association on January 26.

6. New Business

7. Election of Officers

11:00 a. m.—Round Table Discussion of Specialty Items for the Average Nursery. Discussion led by Thomas B. Medlyn, The W. A. Natorp Co., Cincinnati, Ohio.

Azaleas and Rhododendron in Ohio Nurseries. A. M. Grube, Lakewood Nurseries, Lakewood, Ohio.

What Roses Should the Average Nursery Stock—Howard S. Chard, Storrs & Harrison Co., Painesville, Ohio

Peonies and Iris for the Average Nursery—Harry R. O'Brien, Four O'clock Garden Nursery, Worthington, Ohio

A List of Indispensable Fruits and Small Fruits for the Average Nursery—Howard M. Scarff, W. N. Scarff's Sons, New Carlisle, Ohio

12:00 m. to 1:00 p. m.—Lunch

1:00 p. m.—Round Table Discussion on Merchandising Subjects

Discussion led by Clarence Siebenthaler, The Siebenthaler Co., Dayton, Ohio
Display Ground Selling—Mark Aukeman, The Hollandia Gardens, South Vienna, Ohio

Selling the Big Order—Herman Brumme, Cassinelli & Brumme, Cincinnati, Ohio
Selling the Small Order—Frances Dubois, Wilbur Dubois & Son, Cincinnati, Ohio
Rock Plants that Sell—Miss Nieman, Nieman's Nursery, Cincinnati, Ohio

4:00 p. m.—Adjournment
Meeting of New Executive Committee.

Horticulture, O. S. U.

11:00-12:00 a. m.—"The Use of Available Plant Materials"—V. H. Ries, Department of Horticulture, O. S. U.

1:15-2:00 p. m.—"Nursery Plants for Florists"—Alex Laurie, Department of Horticulture, O. S. U.

2:00-2:45 p. m.—"Modern Fruit Varieties"—J. H. Gourley, Chief, Department of Horticulture, O. S. U.

3:00-3:30 p. m.—"Plant Quarantine Measures"—W. W. Ellenwood, State Dept. of Agriculture, Columbus, O.

3:30-4:30 p. m.—"Who's a Landscape Gardener"—C. E. Kern, Wyoming Nurseries, Wyoming, O.

4:30-5:15 p. m.—"Merchandising, Package Goods and Department Store Trade"—Starr Windsor, Trautman-Windsor Landscape Service, Columbus, O.

7:30-8:30 p. m.—"Worthy New and Rare Plants for Nurserymen and Landscape Gardeners"—C. R. Runyan, Spring Grove Cemetery, Cincinnati, O.

Thursday, January 26

8:30-9:15 a. m.—"A Logical Production Program for the Future." (Is Further Propagation Justified?)—L. C. Chadwick, Department of Horticulture, O. S. U.

9:15-10:15 a. m.—"Display Ground Sales—Do They Conflict with Plan Selling?"—Thos. B. Medlyn, W. A. Natorp Co., Cincinnati, O.

10:30-11:30 a. m.—"What is a Good Design for the Small Home Grounds?"—Carl R. Frye, Landscape Architect, Columbus, O.

11:30-12:00 a. m.—"The Ohio Nurserymen's Association"—Royce Pickett, Clyde Nursery Co., Clyde, O.

1:00-1:30 p. m.—Inspection of Research Work and Display Gardens

1:30-2:30 p. m.—"A Legitimate Landscape Trade for Nurserymen"—A. M. Grube, Lakewood Nursery, Lakewood, O.

2:30-3:30 p. m.—"Possible Nursery Futures"—W. W. Hillenmeyer, Hillenmeyer Nurseries, Lexington, Ky.

3:45-4:30 p. m.—"Current Wholesale Problems"—H. S. Chard, Storrs & Harrison Co., Painesville, O.

4:30-5:15 p. m.—"Current Retail Problems"—H. F. Riebe, Hollandia Gardens, South Vienna, Ohio

Registration Fee—\$2.00

EASTERN NURSERYMEN'S ASSOCIATION

Russell Harmon, Stroudsburg, Pa., Secy.

The annual meeting of the Eastern Nurserymen's Association will be held at the Stacy-Trent Hotel, Trenton, N. J., Wednesday afternoon, January 18. The program follows:

- Roll call
- Reading of the Minutes
- President's Remarks
- Treasurer's Report
- Appointment of Committees—Nominating Committee, Auditing Committee
- Reports of other committees
- Summer Meeting
- Comments by Mr. Paul Stark, President, American Association of Nurserymen
- Report of Auditing Committee
- Report of Nominating Committee
- Election and installation of officers, including two new members of Executive Committee
- New Business
- Adjournment

La Bruce's Nursery, Prince St., Georgetown, S. C., recently established, is filling Georgetown's long felt need of a Nursery. Lawrence LaBruce expects to build up quite a Nursery; landscape work will also be done.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSEYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSEYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Rochester, N. Y.

G. R. OLCOTT - Pres. and Treas.
L. M. GEMINDER - Editor and Gen. Mgr.
Phone: Main 5728
Chief International Publication of the Kind

SUBSCRIPTION RATES	
One Year, in advance	\$2.00
Three Years, in advance	5.00
To Foreign Countries (Canada \$3.50)	2.50
Single Copies	.15

ADVERTISING RATES ON APPLICATION
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JANUARY 15, 1933

Ralph Thrall Olcott

Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

The Mirror of the Trade

IDEAL ASSOCIATION ACTIVITIES

Minnesota Nurserymen, this month, considered the subject of establishment of an operative organization; the result was the appointment of a committee by the president to look into the subject quite thoroughly and report its findings to the association.

Of especial interest in connection with the address by J. H. Hay on "Why Not a Co-operative Organization of Minnesota Nurserymen" was the listing by Mr. Hay of four activities that the association could carry on even without an incorporation as a co-operative—an excellent list of activities for every Nursery trade association in the country to include in its constitution as purposes for which the association was formed. Many associations cover one or more of these activities now—all associations could cover them all, with more benefit to their members, and the Nursery trade in general. The four activities referred to are:

1—The formulation of a code of ethics.—A highly desirable objective in any line of business endeavor. Several of the state and sectional Nursery associations have fine codes of ethics. However, not all of the members of these associations live up to the code to which they must subscribe as members of the organization. The Minnesota Association code, the same as that of the Illinois Association, is one of the best—clear, concise, yet comprehensive. President R. C. Becker in closing his address before the convention of Illinois Nurserymen this month, said: "We have a code of ethics. The fourth article especially—"To hold that the exchange of my goods, my service, my ideas for profits is legitimate and ethical, and that it shall be my aim that all parties in the exchange are benefitted thereby"—should be a basis for our future prosperity." President Becker realizes the value of a good code of ethics, when it is lived up to by the members subscribing thereto.

2—A studied plan of publicity which would be entered into by all members in the group, and

3—An educational campaign that would reach the public and acquaint them with the value of the Nurserymen's products, are both highly commendable association activities. Results from association activity along these lines should prove of untold benefit and value to the membership. These activities have been tried out by one or more of the sectional associations; plans for action along these lines are being made now by other associations. A prominent and long-time Nurseryman said recently, referring to the National Publicity Campaign undertaken by the American Association of Nurserymen; "Had the A. A. N. publicity campaign attempted in some way to hold production down to meet the probable needs of demand, it would have given Nurserymen some really fine results. It has, of course, increased demand; but at the same time it has increased supply; supply can always travel faster than demand." A pertinent observation, that might well be taken into consideration by any association undertaking educational publicity campaigns.

4—The appointing of a legislative committee whose business would be to confer with state authorities and to work with the legislature in connection with any changes or additions in the present laws which would

touch the Nurserymen's business. We believe all organizations fully realize the need of such a committee. It is practically a necessary part of any trade association that is organized for the welfare of its members. A recent occasion for some very constructive legislative committee activity is afforded by the proposed and desired amendment of sections four and five of the Clarke-McNary Law. Quarantine matters afford another important occasion for some fine work on the part of a legislative committee of a Nursery association.

Without a doubt, the above activities listed by Mr. Hay are "some activities that an association as a whole could carry on to advantage." We would go a step further and say that they are activities that a real live trade association should carry on, if it is to prove its real worth as a trade organization.

AS WE HAVE OFTEN SAID

James D. Mooney, president of the General Motors Export Corporation, told the Taylor Society and the Society of Industrial Engineers recently that the weak spot in our national industrial fabric is imperfect control in the relationship between production and distribution.

He thinks that the mechanisms of mass production "have the excellence and finesse of the twelve-cylinder motor car" but that the designs and functioning of distribution "remind one of the 1914 model farm practice."

"The only thing new about Mr. Mooney's presentation," says Printers Ink editorially, "is that he regards faulty distribution as being particeps criminis in producing the slump and preventing recovery. Otherwise his indictment of management is substantially the same that we have been hearing for the last fifteen years.

"The lavish waste of dollars in distribution along with the assiduous saving of pennies in production with too little regard for the center of gravity of the market for the finished product is old stuff.

"During all this discussion, however, there has seldom been a constructive thought advanced looking toward the correction of what all advertisers know is one of the most glaring faults in modern merchandising. It is not necessary to produce any more evidence to convince American manufacturers that their merchandising is lamentably lopsided. But they do sadly need some corrective measures."

Rootstocks Affect Fruit Trees

"Fruit growers are beginning to notice that trees may be affected by the rootstock on which they are growing," says Dr. H. B. Tukey, Station horticulturist in charge of Nursery investigations, N. Y. Experiment Station, Geneva. "They are also noticing that the roots of certain varieties, like McIntosh, show a greater degree of root injury than do other varieties growing nearby, indicating that the clone may have an effect on the root as well as the root on the clone.

"In the colder sections of America where hardness is a limiting factor in fruit growing, rootstocks have been studied critically, and it is the custom to use only certain selected stocks that have proved to be hardier than the ones in use in other parts of the country. Also, there are types of stocks which have a dwarfing effect. These have been used to only a slight extent in this country, but there is a feeling that American fruit growers will find a place for dwarf stocks just as the European grower has."

Thousands of Nursery trees, in the vicinity of Dansville, N. Y., were dug and placed in storage during the Christmas holidays, a heretofore unheard of procedure in this section. Unusual warm weather was the cause.



THE ROUND TABLE

Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY



Suggests Repeal of Clarke-McNary Law

Editor American Nurseryman:

Our business, like that of the Nurserymen all over the country, is not so good but we hope as next spring approaches that it will pick up.

Let's talk about something else for a change. Why don't the Nurserymen get together and take some action looking to the repeal of the Clarke-McNary Act? I know very well that if the government was selling meat or shoes or advertising space in newspapers at cost, in competition with private industry, Congress would have such a swarm of lobbyists in Washington and it would look like the Last Days of Pompeii. Yet that is exactly what the government is doing in the Nursery business. We pay federal, state and local taxes which help to support these fellows who turn around and broadcast to the world that they are selling our product at wholesale prices. The theory of trying to cooperate with the government is about as reasonable as trying to cooperate with a burglar who is carrying off your property.

Now is a good time to try to get this Clarke-McNary Act repealed. There is more public sentiment than ever against the government going into business in competition with private enterprises. There is also a definite move on foot each year to cut out all unnecessary expense and appropriations.

Of course, some of the old moss backs in the Nursery business will say it can't be done. Also, better let sleeping dogs lie, or we will stir up more hostile legislation against the Nursery business. The best way, however, to stir up hostile legislation is to take everything they hand us lying down, without a murmur.

If Nurserymen in every state would make it a point to write to their Senator and Representative, they might find that we could go a long way toward getting this Act repealed.

At the time the Plant Patent Act was pending, I wired Senator Waterman at the request of Lloyd Stark, asking him for his careful consideration of the promised bill. Senator Waterman didn't know me from Adam, but he sent back a very cordial telegram and letter stating that he would do what he could, and I understand that he as chairman of the committee which had this bill under consideration, was very instrumental in getting it passed.

Practically every Nurseryman in the United States could cite to his Senator and Congressman particular instances where this Act has been abused, where city people have got the plant material not intended for their use, and where people in the country have lined it out and afterwards sold it as specimen stock directly in competition with legitimate Nurserymen.

I think we could get this Act repealed if we went at it in the right manner. Certainly it would do not harm to try.

Carlisle Ferguson, President
The Northern Nursery Co.
Denver, Colo.

Consignment Shipments To Blame

Afton, Mo., December 31—As to business the past season, we regret to say that our fall business has fallen off materially, practically 50% of the previous fall season. The cash and carry trade was very light owing to the quantity of light and inferior stock being shipped into this town on consignment basis and sold at ridiculous prices; also a shortage in demand. We trust that the conditions for spring will improve. We hope that the entire change in politics will bring us the promised improvement.

H. J. Weber & Sons Nursery Co.

Federal vs. State Quarantines

Editor American Nurseryman:

I was very much interested in the program of the Illinois Nurseryman's meeting held January 11-13 at Chicago; especially the topic in regard to quarantine.

I have been in touch with the quarantine situation for the last seven years and have seen quarantines come and go; many put on in a time of hysteria and fear, to be found out later that the pest was not so bad after all. The bark was worse than the bite. The bug was actually a clever little fellow, as bugs go.

I am a thorough believer in Federal regulations when it comes to crop pests and diseases. A sensible quarantine or regulation administered by the Federal Department will not only come nearer controlling the pest than state quarantines, but will have a soothing effect and prevent numerous drastic state quarantines. The East is a long way from the West, and we out here, with our backs to the Pacific, view with much concern any unregulated crop pest or disease in eastern states. The Oriental Fruit Fly and the Chestnut Blight are examples.

A complete embargo is hard enough for us to enforce, so we resort to that measure. When the Federal Department throws up its hands, as in the case of the Corn Borer, we feel that the embargo or complete quarantine is our only recourse. We do not limit ourselves to quarantining the East. We soak each other in the neck with alfalfa weevil, tuber moth, potato bug and hop quarantines. As a conservative estimate, I would

COMING EVENTS

Jan. 18, mid-winter meeting, Connecticut Nurserymen's Association, Hotel Bond, Hartford.

Jan. 24-25, annual meeting, New England Nurserymen's Association, Hotel Statler, Boston.

Jan. 24-26, annual meeting, Western Association of Nurserymen, Hotel President, Kansas City, Mo.

Jan. 25, annual meeting, New York Nurserymen's Association, in connection with Third Annual Nurserymen's Conference at New York State College of Agriculture, Ithaca, January 24-27.

Jan. 25-26, annual meeting, South Dakota Nurserymen's Association, Ipswich.

Jan. 26, annual meeting, Missouri Nurserymen's Association, President Hotel, Kansas City, Mo.

Jan. 27, mid-winter meeting, Ohio Nurserymen's Association, in connection with Nurserymen's and Landscape Gardener's Short Course, to be held at Horticulture Bldg., Ohio State University, Columbus, Jan. 25-26.

Feb. 1 or 2, annual meeting, Pennsylvania Nurserymen's Association, Harrisburg.

Feb. 15-16, annual meeting, Michigan Association of Nurserymen, Hotel Fort Shelby, Detroit.

Feb. 16, annual meeting, Wisconsin Nurserymen's Association, Republican Hotel, Milwaukee.

July 18-20, annual meeting, American Association of Nurserymen, Chicago, Ill.

July 1933, annual meeting, Pacific Coast Association of Nurserymen, Centralia, Wash.

Aug. 14, 1933, annual meeting, Virginia Nurserymen's Association, Alexandria.

Aug. 1933, annual meeting, Southern Nurserymen's Association, Jacksonville, Fla.

Aug. 1933, annual meeting, Arkansas Nurserymen's Association, Fayetteville.

Sept. 1, 1933, annual meeting, Association of Kansas Nurserymen, Lawrence.

Sept. 1933, annual meeting, Southwestern Association of Nurserymen, Marlin, Tex.

Sept. 1933, annual meeting, California Association of Nurserymen, Oakland.

Dec. 1933, annual meeting, Tennessee Nurserymen's Association, Nashville.

Islamia Fruit Gardens, P. O. Box 602, Calcutta, India, price list of celebrated mango and other fruit grafts.

say that in about 75 per cent of the cases, 75 per cent of the damage done by the pest can be credited to the quarantine.

Chas. A. Cole, Chief
Division of Plant Industry
State Dept. of Agriculture

Salem, Oregon

Plant Board Adopts Four Important Resolutions

Of much interest to the Nursery trade are the following resolutions adopted by the Eastern Plant Board at its meeting in Atlantic City, on December 27.

1—Whereas, quarantine originating within states, without essential relation to federal action and operating as regulators of interstate commerce, so often constitute serious and unjustifiable interruptions and disruptions of legitimate interstate commerce, and

Whereas, such quarantines are apt to serve as tariffs and restraints of trade, thereby opening the way in due course to quarantine reprisals,

Be it resolved, that it is the sense of this Board that state quarantines regulating interstate business should be discouraged and federal action taken when the need obviously exists, and

Be it further resolved that the use of the federal tag to meet such situations be worked out in full cooperation with state officials.

2—Whereas, the discontinuance of any federal quarantine is apt to leave business without the protection of federal certification, thereby being the occasion of severe losses to legitimate business,

Be it resolved as the sense of this Board that the Bureau of Plant Quarantine and the National Plant Board be, and are, hereby requested to work out methods for the use, in full cooperation with state authorities, of the federal certificate for such cases.

3—Whereas, the requirement of fees and bonds on out-of-state Nurserymen have a demoralizing effect on legitimate business and susceptible of being used as a protective state tariff, and

Whereas, the Eastern Plant Board at its September meeting, 1925, passed a resolution condemning such requirements, and

Whereas, the opinion of this Board has not changed in regard to this matter,

Be it resolved, that it is the sense of this Board, that this practice should be discontinued as rapidly as possible.

4—Whereas, the multiplicity of certificates of inspection is proving a serious interference with legitimate business, and

Whereas, modification in the direction of simplicity has not gone far enough,

Be it resolved, that it is the sense of this Board that simplification should proceed much further, at least to the point where not more than two certificates (one state and one Federal) should be attached to a shipment.

Nursery Trade Problems Clearly Depicted

**President R. C. Becker Puts On the Spot Subjects Calling For Immediate Attention
—Nurserymen Benefit From His Thorough Understanding of Existing Conditions**

Delivered Before the Illinois State Nurserymen's Association at Their Annual Convention This Month, in Chicago

PROBABLY the touchiest problem before the Nurserymen today is Quarantines. This problem requires very careful handling because it is pretty well loaded. A mismove at this time may result very disastrously later on and, unless we take advice and are guided by well posted men who are making a thorough study of the subject and are having actual experiences with the results of quarantines, we are in for a lot of serious trouble. The dropping of the Corn Borer Quarantine and the possible discontinuing of a number of other quarantines will start a wave of embargoes over the country. We should sanction no quarantines until they are thoroughly analyzed.

Freight Rate Situation

Advancing freight rates will add considerable to our overhead. Mr. Sizemore, secretary of the American Association, has done all that can be done in regard to the problem at this time, and we can rest assured that our interests are well taken care of, but he must have our continued support and cooperation at all times.

Nursery Taxes

Taxes, one of the big items affecting Nurserymen, are bound to be of interest, as legislators seem to be anxious to tax everything taxable. I note in the East they have a Sales Tax. No doubt we will all be subject to a similar tax soon and a tax on stock in the field is probable. To pay taxes on growing stock, based on its selling value, would sink a lot of us, as Nursery Stock has no value until sold. We don't want increased taxes, rather we want the tax burden lessened.

State Nurseries

The Clarke-McNary Act, which is so detrimental to the Nurserymen in many states, will soon show its effect here. The Act, as we all know, should be amended, eliminating sections four and five. The Illinois Association should go on record as opposing these two sections, and we should make our stand known to our Congressmen by direct contact, petition, or any other action deemed necessary.

The state of Illinois did not go into the production of Nursery stock in the same way as did Pennsylvania and other states. It was the opinion of the directors of several of the state departments that the one way in which the inmates of our prisons and other state institutions could rebate to the taxpayers for the cost of their incarceration was by growing trees and shrubs which could be used in the beautification of highways and various institutions of the state, and it was with this in mind that they started the production of Nursery stock.

We appointed a committee to confer with the directors of the various State Departments and, after several meetings satisfactory arrangements were made whereby a joint committee would control the production and distribution of Nursery stock. Mr. A. Hill is chairman of this committee.

Future of the Business

The future success of the Nursery Industry lies entirely with its members, and I feel there is enough business ability among us to overcome any obstacle that may come in our way. We need more respect for our products, and should grow newer varieties, better stock, and get our prices on a profitable basis. We should make every effort to get our stock into the hands of the customers in the best possible manner, regardless of who sells it, and render a service wherever possible so that the best results will be attained, which in turn will encourage the planting of trees and shrubs.

Department stores, chain stores, mail or-

der houses and roadside stands do not injure our business, but stimulate sales. More Nursery Stock is being moved through these outlets than ever before and their per cent mark-up is greater than it has been for a long time. They are not to blame for low prices, but the Nurseryman who insists on selling at cost, or below, is the fellow to go after. Those who ship on consignment—that's their hard luck; the Nurseryman should set the selling price, not the buyer.

Before we can expect to get anywhere, we must wake up on overproduction, dog-in-the-manger methods of selling, and must line up production with sales, realizing that volume means nothing, and if we intend to stay in business, we must produce and finally figure cost plus profit or no sale.

We know that no firm can exist by selling below cost and that those who do, will eventually drop out of the picture. Low prices are bound to effect quality—so we have the choice of growing stock down to a price or up to a quality. We always have and always will have people who consider nothing but price; likewise those who want quality, and knowing this, make their choice. The better plan will be to defeat low-priced competition with quality.

I believe that we are having a general improvement of conditions, and we can help by forgetting any antagonistic feeling we may have between ourselves. Uncle Sam has been unable to control prices, and it is just as hopeless with us. Low prices and various competitive methods will be adjusted, just as the opposition to department stores and mail order houses has been overcome, by general discussion and constructive efforts.

We have a code of ethics. The fourth article especially—"To hold that the exchange of my goods, my service, my ideas for profits is legitimate and ethical, and that it shall be my aim that all parties in the exchange are benefited thereby" should be a basis for our future prosperity.

MISSOURI NURSERYMEN'S ASSOCIATION

William A. Weber, Afton, Secy.

The annual meeting of the Missouri State Nurserymen's Association will be held on January 26 at the President Hotel, Kansas City, in connection with the three-day meeting of the Western Association.

Several important matters are scheduled for discussion, one of which is the state lien law which will be introduced in the January session of the state Legislature. Officers of the association have been endeavoring to arouse all Missouri Nurserymen to the desirability of passing such a law to protect the Nursery and florist industry in that state. (Secretary William A. Weber's letter to Nurserymen on the subject was printed in the December 1, 1931 issue of the *American Nurseryman* at page 183).

The association has under consideration another important matter relative to the appropriation for the Plant Commissioner's department.

Secretary Weber urges all members to attend this meeting.

New Double-Flowering Petunia

Announcement of a new All-Double Giant Fringed Petunia is made by T. Sakata & Co., Yokohama, Japan, represented in this country by Herbat Brothers, Inc., 92 Warren St., New York City.

"This is a scientifically developed plant," says the American representatives. "We

WISCONSIN NURSERYMEN'S ASSOCIATION

M. C. Hepler, Pardeeville, Secy.

Program for the Annual Convention of the Wisconsin Nurserymen's Association, to be held at the Republican Hotel, Milwaukee, Wisconsin, Thursday, February 16 follows:

MORNING SESSION

10:00 a. m.—Business Session and Election of Officers

AFTERNOON SESSION

(The general public is cordially invited to attend this session).

1:00 p. m.—Annual address—President L. J. Baker, Secy-Treas. of Baker Nursery and Seed Company, Fond du Lac, Wis.

"Should we Grow Fewer Varieties of Fruit?"—Professor J. G. Moore, Chairman of the Horticultural Department of the University of Wisconsin, Madison. Discussion of Professor Moore's subject lead by N. A. Rasmussen, Proprietor of Rasmussen Nursery & Fruit Farm, Oshkosh.

"The Best Woody Ornamentals for Wisconsin and Their Uses"—Mr. Phelps Wyman, Consulting Landscape Architect, Milwaukee.

Discussion of Mr. Wyman's subject lead by E. H. Niles, President of White Elm Nursery Co., Hartland.

"Perennials and Their Care"—W. A. Toole, Prop. of Garry-nee-Dule Nursery, Baraboo.

Discussion of Mr. Toole's subject lead by James Livingston, Holton & Hunkle Company, Milwaukee.

"A Former Wholesale Nurseryman's Retail Problems"—Harold Case, Coe, Converse & Edwards Company, Fort Atkinson.

Discussion of Mr. Case's subject by Mayor A. C. Hanson, vice-president Hawks Nursery Company, Wauwatosa.

"Some Modern Trends in Nursery Inspection Policies"—E. L. Chambers, State Entomologist, State Capital, Madison.

Discussion of Mr. Chamber's subject lead by W. G. McKay, president McKay Nursery Company, Madison.

6:30 p. m.—Banquet at The Republican Hotel.

EVENING SESSION

(The general public is cordially invited to attend this session).

7:30 p. m.—H. S. Rahmlow, Secretary of Wisconsin Horticultural Society will present a very interesting and instructive program.

The Wisconsin Nurserymen's Association, whose slogan is "Make Wisconsin More Fruitful and Beautiful," extends a special invitation to the Garden Clubs and members of Wisconsin Horticultural society, as well as to all out-of-state Nurserymen who may be desirous to attend the meeting.

Wisconsin Nurserymen's Association

L. J. Baker, President.....Fond du Lac
A. J. Edwards, V. President..Fort Atkinson
M. C. Hepler, Secy-Treas.....Pardeeville

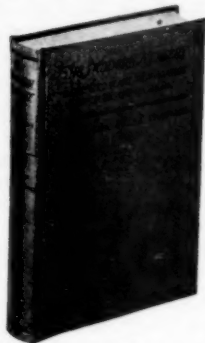
Management of the municipal Nursery and the city greenhouses, of Indianapolis, has been consolidated in the interests of economy.

have over fifty testimonials resulting from samples we have sent out during the last year. They all bear out the correctness of Mr. Sakata's contention that this strain will, with the exception of a rare sport, produce 100% double flowering plants."

The flowers are very large, it is stated, often measuring 5 inches across, exquisitely ruffled and fringed and contain vast range of many brilliant and intermediate colors.

More \$\$\$ by Saving Cents

With today's low prices, your surest way to increase profits is (1) to sell more stock (2) at lower production and selling cost. You can do this with the complete, practical information available now for the first time in



The Modern Nursery

By ALEX LAURIE
and
L. C. CHADWICK

For Nurserymen, florists—every one who grows or sells ornamental or fruit plants—it is as necessary as a mariner's chart to an ocean pilot. Commencing with a survey of the Nursery business, it contains chapters on the location and layout of the Nursery; tools; structures for propagation; soils and fertilizers; several chapters on the different methods of propagation, all containing the latest results of practical research; cultural practices; control of pests; storage, packing and grading; office management; selling methods; Nursery laws and quarantines; and plant patents.

A nurseryman says: "It will save some Nurserymen hundreds—perhaps thousands—of dollars this coming season to read the propagating tables alone."

An editor says: "No matter what literature a Nursery concern or an individual Nurseryman may have in his library, *The Modern Nursery* should be added."

A seed importer and wholesaler says: "The chapter on propagation from seed answers so many questions which we receive from customers that the book should be of immense value to those in or contemplating entering the Nursery trade."

The book contains 500 pages of tested information, with 110 illustrations and 70 useful tables. Based on actual practices of leading Nurserymen in every section of the country. If you use but one-tenth of its ideas you will get back your investment many times over."

Built sturdily and bound in wear-proof fabrikoid to give service in your office, potting shed, greenhouse and in the field.

Price \$5.00, postpaid from
AMERICAN FRUITS PUBLISHING COMPANY, INC.
P. O. BOX 124, ROCHESTER, N. Y.

"PAINESVILLE NURSERIES"



It Is the New Year!

Make 1933 Profitable!

WE HAVE FOR YOU

A complete line of Nursery Stock in every department. Grades liberal, quality supreme, prices reasonable.

Our notable Specialties include:

S & H 2 yr. FIELD GROWN ROSES;
Flowering Crabs and Cherries; European Sycamore; Magnolia Glauca; Moline and Vase Elms; Norway Maple; Weeping Birch; Paul's Scarlet Thorn; Prunus Cistena; Cornus Fla. Rubra.

The Storrs & Harrison Company
PAINESVILLE, OHIO

Railroad Rate Situation Up To Date

Traffic Manager Sizemore Successful in Efforts to Keep Rates Down—All This Accomplished in Three Short Months—Other Propositions Pending

BETWEEN Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas and stations in the state of Connecticut, Delaware, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Vermont, Virginia and West Virginia, we have secured Column 40 instead of the new rate of 4th class and as against the old rate of Class "B". The following example will show what is meant by Column 40:

Tyler, Texas to Boston, Massachusetts
4th Class, or new rate
\$1.86
Column 40, rate we have secured
\$1.36
Class "B," or old rate
\$1.10
Tyler, Texas to New Albany, Indiana
4th Class, or new rate
\$1.27
Column 40, rate we have secured
\$.92
Class "B," or old rate
\$.75

Further, between Arkansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas and stations in the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin, we have also secured Column 40 instead of the new rate of 4th class and as against the old rate of Class "B."

Further, between Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas and stations in the states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, Tennessee, Virginia and West Virginia, we have secured Column 40 instead of the new rate of 4th class and as against the old rate of Class "B."

Further, between Arkansas, Louisiana, Texas, Oklahoma and New Mexico we have secured Column 32½ instead of the new rate of 4th class and Column 32½ is the same as the old Class "B" rating.

Further, between about 4400 stations in Illinois, Indiana, Iowa, Missouri, and Wisconsin and about 15,000 stations or practically all of them in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, Tennessee and Virginia, we have secured 5th class and minimum of 16,000 lbs. instead of 4th class and minimum of 16,000 lbs., which is quite a reduction.

Further, between New England and Atlantic Seaboard States and all Southwestern States, we have secured 5th class and minimum 16,000 lbs. instead of 4th class and 16,000 lbs. minimum, which is quite a reduction.

Further, between the Southwestern States and Iowa, Missouri, Kansas, Nebraska, Illinois, etc., which are known as Western Trunk Line Territory, we have secured Column 40 as against the new rate of 4th class and the old rate of Column 32½.

In addition, we were successful in holding the special commodity rates that had existed between Chase and Huntsville, Alabama, and Rochester, Brighton, Geneva, and Newark, New York and have been successful in getting a special commodity rate from Georgia Points to Cincinnati of 47½¢ as well as a special commodity rate from Texas points to St. Louis, East St. Louis and Kansas City of 47½¢. This is quite a reduction even over the old rates before the change was made.

In the new Classification the rate in Eastern Trunk Line or Official Classification Territory was raised from 4th class to Rule 26 which is a slight increase but we now have up with the carriers to put in an ex-

ception to this rate and are endeavoring to have the old 4th class rating restored.

All of the above rates cover carload shipments.

Still further, when the changes were first proposed in September 1931 in the new Classification they had intended to change the less than carload boxed rating in the Western Territory from third to second class; also in Official Territory from Rule 25 which is 15% less than second class to second class rating but we were successful in prevailing with the Classification Committee to leave the less than carload box rating in Western Territory at third class and even secured third class in Eastern or Official Territory.

The old and new rate in Southern Classification Territory on boxed shipments was and still is third class.

We are also trying to have established between large producing or shipping Nursery centers where the volume of carload business justifies it, a special commodity rate that will be as low or even lower than the old Class "B" rating.

The general average increase in rates between old Class "B" rating or Column 32½ and the Column 40 rating, which we have secured, we do not believe, taking the country as a whole, will run over 7½¢ per hundred pounds. In fact believe it will be less than that and then when taking into consideration the reduction in Southern Territory and between Southern Territory and Eastern Territory we do not believe the average will run much over three or four cents per hundred pounds, if it will not break even altogether.

This will give the Nurserymen some idea of what your Secretary and Traffic Manager has been able to accomplish and is trying to

(Continued on page 29)

Sales at Profit Theme of Nursery Conference

Usual Study of Propagation Problems Gives Way To Thorough Discussion of Selling Nursery Stock Successfully—Program of Inestimable Worth To Nurserymen

Third Annual Nurserymen's Conference and Annual Meeting N. Y. Nurserymen's Association, Ithaca, N. Y., Jan. 24-27

THE theme of the entire Conference this year, at Cornell University will be "How to make more sales at a profit." The New York State Nurserymen's Association is holding its annual meeting for the first time at Cornell University in conjunction with the Nurserymen's Conference, and this in itself should be an important drawing card for many of the Nurserymen who usually attend one or the other of these important meetings. One entire morning (Wed. Jan. 25) is being given over to the business meetings of the state Nurserymen's organization, and there is ample time for various committee meetings to take place at different times during the regular Conference program.

This year most Nurserymen are more interested in selling (at a profit) what they already have on hand, than in previous years. No propagation problems are listed on the program for discussion this year. Problems dealing with raising better plants after they have already been propagated are much more important, as many kinds of plants are now being produced in almost surplus quantities. The entire program this year has been made out with this important point always in mind. A committee of Nurserymen has been acting together with the staff at Cornell University in order to obtain the best possible program to fit the needs of the Nurserymen this year. The program has already been published in various Nursery trade papers.

The Present Business Situation

Dr. G. F. Warren, Professor of Agriculture Economics and Farm Management at Cornell University, will talk on Tuesday afternoon, Jan. 24th, on "The Business Situation." Dr. Warren, one of the leading agricultural economists in the country, is well qualified to talk on this subject. The present depression in business has hit people in many different ways, and there are current all sorts of ideas as to just what factors actually caused the depression in the first place. Some say overproduction or too much efficiency, or even too much democracy. Dr. Warren, together with Dr. F. A. Pearson of the same department at Cornell, will soon publish a book on "Prices" (John Wiley and Sons, Inc.) in which he has gathered fresh statistical data on this entire problem. Consequently, he is unusually qualified to give a clear, concise talk on the present business situation, its causes, and the chances for recovery. Though Dr. Warren's work does not deal primarily with Nursery products, his chief interest is in agricultural products in general—a subject which is of vital interest to every Nurseryman.

Regarding Soil Problems

The most economic use of your present soil areas is a live problem these days, for every Nurseryman. Dr. E. L. Worthen, of the Agronomy Dept. at Cornell in his talk on "Economic suggestions for your soil management such as fertilizer prices vs. manure values" will be able to give some very timely suggestions which will help you. Since the Nurserymen showed such interest in what Dr. Worthen had to say on soil problems at last year's Conference, he has been asked to speak again this year. He will talk the same afternoon as Dr. Warren, that is on January 24. Consequently, it will be to the advantage of every Nurseryman to register Tuesday morning, January 24, and be present bright and early Tuesday afternoon for these very important talks. Incidentally, the New York State Nurserymen's Asso-

ciation meets Wednesday morning, another good reason why you should register Tuesday.

State Reforestation

The general interest of the state's officials in the coming Nurserymen's Conference is typified by a letter received from William S. Howard, Director of the Division of Lands and Forests of the State Conservation Department at Albany, who has been asked to talk on "State Reforestation" (Wed. Jan. 25). In Mr. Howard's letter of acceptance, he states in part, "I will be very glad to do this, for I welcome the opportunity to explain to the Nurserymen just what the State of New York is doing in reforestation, including production of trees in state forest Nurseries and the distribution of trees to private landowners, as well as the planting of these trees on state lands."

Roadside Planning and Planting

The talk by Mr. Gilmore Clark, Superintendent of the Westchester Park System, (Wed. Jan. 25), will be an illustrated lecture to show how proper planning and planting can transform ugly roads into interesting drives with safe curves and grades and beautiful plantings of trees, shrubs, and wild flowers. The pictures are taken mostly from actual developments in the Westchester County Parks and the speaker will be the man who was responsible for creating these developments. Some of the most finished effects were produced in record time through special tree moving in certain cases, but the important point is not the quickness of the result, but the quality of the work that did result and always will result from thoughtful planning and planting. There is no reason why New York roadsides may not become the joy and pride of us all. Here lies a rich field for New York State Nurserymen, not only to sell plants, but also to take an active part in a really worthwhile public improvement. It will be the purpose of Mr. Clark to tell us how this may be done appropriately and wisely.

Plant Growth Problems

Last year at the Nurserymen's Conference, one of the principle criticisms was that enough time was not given to Dr. O. F. Curtis of the Department of Plant Physiology, and to Prof. R. W. Curtis, Dept. of Flor. and Orn. Horticulture. This year these two men are the only speakers on the program for Thursday afternoon, January 26. There were so many questions concerning plant growth problems asked Dr. O. F. Curtis at the close of his abbreviated talk last year that he could not answer them all. This year he will review some of the important points brought out by the problems suggested at last year's meetings. His topic will be "Some Problems of the Nurseryman as seen by a Plant Physiologist."

Prof. R. W. Curtis talking on "Recommended Trees and Shrubs" is properly qualified, through many years of intimate association with the growing of ornamental plants, to suggest a list of the better plants to use in ornamental work. He will not make his list from plants little known in the trade, but will select those plants, most of which are fairly common in Nurseries, which he thinks are outstanding and merit consideration. There are too many plants now available. A selection of a few of the more desirable types should be one step for the Nurseryman in cutting down the overhead cost of producing a large number of undesirable types.

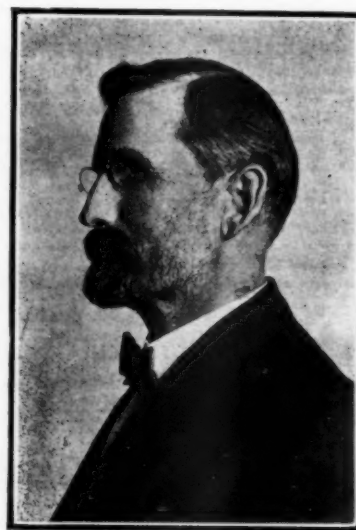
Sales Possibilities

Prof. Victor Reis, of the Dept. of Horticulture, Ohio State University, is one of the speakers on Friday morning, January 27, which session is being given over to "Additional Possibilities for Sales." Prof. Reis' topic will be "Successful Packing and Shipping of Perennials," one on which he is well qualified to speak. He is popular with the

Nurserymen of Ohio, and the New York State Nurserymen, as well as Cornell welcome this opportunity to hear a former graduate talk on this interesting subject.

How to interest the prospective customer is the eternal question mark. How can this problem be adequately solved? By telling your story not once, but constantly. Advertising is not interesting a group of people all at one time. It is rather the arousing of the interest of a parade of people—one or more at a time. Be sure to hear Prof. Bristow Adams in his talk "Telling and Selling," Thursday morning, January 26.

Obituary



Albert Brownell

Albert Brownell, 78, president of the Portland Wholesale Nursery, Portland, Ore., died Jan. 4 following an illness of two weeks.

Mr. Brownell was twice president of the Pacific Coast Association of Nurserymen and, at the time of his death and for many years past served as secretary of the Pacific Coast Protective Association of Nurserymen. He was recognized as dean of the Nurserymen of the Pacific Northwest.

Mr. Brownell was born in Erie County, New York, April 24, 1854. He married Nettie M. Read April 17, 1878. She preceded him in death about two years ago, shortly after the observance of their golden wedding anniversary. Mr. Brownell moved to Oregon from the middle west in 1884 and established his home in Portland twenty-five years ago.

Mr. Brownell leaves three daughters, three sisters and a brother; also ten grandchildren and four great-grandchildren.

Mrs. Chloe A. Bragg

Death came to Mrs. Chloe A. Bragg, wife of J. R. Bragg, president of Cumberland Valley Nursery Co., Inc., McMinnville, Tenn., at her home on Dec. 23, caused by pneumonia fever and heart attack. She was 34 years of age. She leaves beside her husband, two children, Virginia Roy, ten years, and John Alden, seven years.

The hundreds of callers at the home during her illness and during the funeral services and the wealth of flowers sent by loving friends, attested the esteem in which Mrs. Bragg was held by those who knew her.

PENNSYLVANIA ASSOCIATION OF NURSERYMEN

H. L. Haupt, Hatboro, Secy.

Plans are being made for the annual winter meeting of the Pennsylvania Nurserymen's Association, expected to be held on either February 1 or 2, at Harrisburg. The main feature of the meeting will be a discussion of the subject of state-grown Nursery stock in competition with that produced by commercial Nurserymen. The Pennsylvania Association during a five or six-year fight has been able to inject some teeth into the state laws and now, with some apparently flagrant violations of these laws listed, is attempting to get some action.

Russell Harmon, Stroudsburg, Pa., is president; J. Howes Humphreys, Andorra Nurseries, Chestnut Hill, Philadelphia, is chairman of the executive committee. Association officers are anxious to have every Pennsylvania Nurseryman, whether a member of the state organization or not, attend this meeting.

CONNECTICUT NURSERYMEN'S ASSOCIATION

A. E. St. John, Manchester, Sec'y.

The twenty-sixth annual winter meeting of the Connecticut Nurserymen's Association will be held at the Hotel Bond, Hartford, on January 18, at 10:30 a. m., meeting in Modernistic Hall.

Speakers scheduled to address the Nurserymen are Dr. Britton, State Entomologist, and Dr. Clinton, State Botanist, both of New Haven; Luther Keith, of the Bureau of Roadside Development; and Mr. Desmond, a landscape architect.

A special dinner will be served by the Hotel Bond management at 12:30 for the Nurserymen.

SOUTH DAKOTA NURSERYMEN'S ASSN.

J. B. Taylor, Ipswich, Secy.

The South Dakota Nurserymen's Association will meet at the same time as the South Dakota Horticultural Society—January 25-26, at Ipswich. Probably the only thing of importance to come up at this meeting will be the matter of what can be done about the tree hucksters who pull and peddle Black Hills pine and spruce from the Black Hills, which are sold all over the state. And, as they are not handled properly, they generally do not live.

We think we have settled the question of the state entering the Nursery business. State-owned ventures and the state entering business has proven very costly and a failure here. Outside of one of the state colleges which wants to provide more jobs, the scheme is unpopular. It is unlikely the legislature would ever pass upon it favorably.

J. B. Taylor, Secy.

Railroad Rate Situation To Date

(Continued from page 27)

do and we have hopes, by the time the convention rolls around, that by Exceptions we will be able to report that we have practically nullified the increase shown in the present Classification, or at least had secured such concessions that in the end the increases will be practically negligible.

Still further, we have been in correspondence with the Railway Express Agency, Inc. for the past six months with the endeavor to get them to restore the old second class rat-

We are distributors for

COLD COVER

a superior cold preparation for dipping roses and other stock. It is economical, safe and quickly applied.

1 to 50 gallons \$1.50 per gallon
50 to 250 gallons 1.30 per gallon
250 gallons 1.10 per gallon

A complete Line of
TREES, SHRUBS, EVERGREENS and FRUITS

THE MONROE NURSERY

I. E. Ilgenfritz' Sons Co.
Monroe, Michigan

MONEY-MAKERS

For 1932-33

KERRIA JAPONICA double flowering
GLOBE LOCUST
ROSE ACACIA standards
CHINE FLEECEVINE
—many others

Send for Fall Trade List

Willis Nursery Co.

WHOLESALE NURSERYMEN
Ottawa, Kansas

PLANT PATENTS

I am securing plant patents for many of the leading Florists and Nurserymen.

If you have a new variety write me for an opinion on its probable patentability and an estimate of costs of patenting same.

ORVILLE M. KILE

1295, '97, '99 National Press Building
WASHINGTON, D. C.

Registered Plant Patent Agent
U. S. Patent Office

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.00 per year. Three years, \$5.
Canada, \$3.50; abroad, \$2.50.

JAPANESE CHERRIES and CRABS

up to 12 feet

MAGNOLIAS, LENNEI and SOULANGEANA

up to 10 feet

A. E. WOHLERT,

Narberth, Pa.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE COMPANY

DERRY, N. H.

ing on Nursery stock shipments when moved by express and, while nothing definite can be announced at this time, this is simply to let you know what we are trying to do and hope to do, and you will be advised through the four trade papers as matters progress.

Chas. Sizemore, Secy. & Traffic Mgr.,
American Association of Nurserymen
Louisiana, Mo.

Members of the Long Island Nurserymen's Association met at Huntington, January 9, to formulate a program for 1933 activities.

John S. Kerr Nursery Company, Sherman, Tex., has increased its capital stock from \$600,000 to \$1,500,000.

WESTCOTT NURSERY CO.
Falls Church, Va.

400 Acres of
EVERGREENS, SHRUBS, TREES
Write for Price List



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company

Advertising for Nurserymen

430 Union Bank Bldg. Davenport, Iowa

LINING OUT STOCK

CONNECTICUT VALLEY GROWN

Over 100 Leading Varieties

DECIDUOUS and EVERGREEN

Special Offer—Early Orders

AMPELOPSIS VEITCHII

BARBERRY THUNBERGI

IBOTA PRIVET

ROSA MULTIFLORA JAPONICA

(Best Understock)

Write for Complete List.

C. E. WILSON & COMPANY, INC.
Manchester, Conn.

TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW
Should supersede Arborvitae for hedge purposes

AZALEAS (EVERGREEN & DECIDUOUS)

MAGNOLIAS Large Flowering

RHODODENDRON HYBRIDS
and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

BOBBINK and ATKINS

RUTHERFORD, N. J.

PEACH PITS

OUR PITS COMPARE FAVORABLY
WITH THE BEST
HOGANSVILLE NURSERIES
Hogansville, Georgia

PIN OAKS

Lining-out sizes,

6-9, 9-12, 12-18 and 18-24 inches
Large Trees for permanent planting
5-6, 6-8 and 10-12 feet

Arthur L. Norton Nurseries

Clarksville,

Missouri

1932-1933

Offers to the Trade at special prices a full assortment of all varieties of

Small Fruit Plants

Rambo's Wholesale Nurseries
BRIDGMAN, MICHIGAN

Cooperative Organization Seriously Considered

Committee Appointed To Look Into Matter Further—Roadside Beautification, New Fruit Varieties, Engage Attention of Minnesota and Northern Retail Nurserymen

By W. T. Cowperthwaite, Secretary Minnesota Nurserymen's Association, St. Paul, Minn.

THE seventh annual convention of the Minnesota State Nurserymen's Association held at Curtis Hotel, Minneapolis, Jan. 3-5, was attended by representatives of thirty Minnesota Nurseries as well as by a number of out-of-state Nurserymen. This year the meeting was combined with that of the Northern Retail Nurserymen's Association, which no doubt added to the attendance through the convenience of having but one meeting for delegates to attend.

President Ruedlinger's address preceeded the business of the meeting. In his message Mr. Ruedlinger reviewed the events of the year as they concerned the Nurserymen's interest and along with other timely suggestions urged the importance of cooperation among those who produce and sell Nursery material. "Pooled or cooperative advertising should be carried on by our organization particularly during the planting season for such publicity is more effective than any that can be secured for a like amount individually" was one of the points made by President Ruedlinger.

Roadside Beautification

The convention of 1931 had brought out the interest of the Nurserymen in Roadside Beautification as this seemed a likely outlet for plant materials. H. S. Reid, who had been appointed as chairman of a committee to report on this subject, read a paper dealing with the problem and the possibility of landscape development along public highways. Lists of plant materials that were suited for such uses were also given, together with helpful suggestions as to the organizations of this important improvement work.

Cooperation With Landscape Architects

A. R. Nichols, prominent for many years in professional landscape designing work throughout the Northwest, very skillfully handled the often disputed question as to the kindred interests of the Nurserymen and the professional Landscape Architects as Allies and the speaker first developed the fact that from his own records and activities the landscape designer was indeed an ally of the producer of Nursery materials. Through the efforts of the landscape architect the public's interest in natural beauty is stimulated and as his profession prospers so does the sale and distribution of Nursery stock of all descriptions.

As might be supposed, the opportunity of considering the inter-dependence of the two groups was taken advantage of by an exchange of ideas which followed the delivery of the address. There are many Nurserymen today, who in order to further sales of their materials, offer landscape gardening advice and assistance, and Mr. Nichols made quite clear that he appreciated the situation and found no fault with such activities where they were properly controlled. It was agreed, however, that there is a point beyond which the average Nurseryman cannot go in giving landscape development information and that for the larger grounds, both public and private, the professional landscape designer can be called upon to greater advantage.

Why Not a Cooperative Organization?

As to whether the Minnesota State Nurserymen will seriously consider the establishment of a cooperative organization for

the membership will depend very largely upon a committee that has been appointed to consider this move and to report its findings. The members of this committee are to be appointed soon by the President; their report will be of great interest. This subject was brought to the surface through the address of J. H. Hay, State Deputy Commissioner of Agriculture, who suggested some of the advantages of a cooperative organization. Mr. Hay proposed that even without an incorporation as a cooperative there were some activities that the association as a whole could carry on to advantage, among these

1—The formulation of a code of ethics for the guidance of the members.

2—A studied plan of publicity which would be entered into by all members in the group.

3—An educational campaign that would reach the public and acquaint them with the value of the Nurserymen's products.

4—The appointing of a legislative committee whose business would be to confer with state authorities and to work with the legislature in connection with any changes or additions in the present laws which would touch the Nurserymen's business.

The Nurserymen of Minnesota are quite fortunate in that under the present administration of forestry matters there is no attempt of any plans to carry out state Nursery projects that would interfere with commercial Nursery business. Grover M. Conzet, who is director of the State Division of Forestry, is quite in sympathy with the difficulties that the establishment of a large state Nursery would bring to Nurserymen, particularly with the distribution of plants through the public in direct competition with the commercial grower. At this time Minnesota has, under the direction of Mr. Conzet, a tree Nursery located in the north area where it is planned to produce about one and one quarter million trees annually. These are all to be of coniferous varieties only and of those sorts which are valuable only for reforestation. The total produced will not be any more than that required for the planting on state lands.

Minnesota State Fruit Breeding Farm

In recent years the output of new originations from the State Fruit Breeding Farm has been eagerly anticipated and absorbed by horticulturists throughout the whole of the United States. The Latham Raspberry and its relative, the Chief, have added considerably to the wealth of the fruit growers of the country and to the enjoyment of the public. It is always of great interest, therefore, when a new variety is offered and this year Professor W. H. Alderman is ready to recommend the Plum variety now known as the "Superior" and which was originally introduced as Minnesota No. 194. Professor Alderman had splendid reports as to the results of trial plantings of this variety and believes that it will become one of the most popular sorts.

A new currant known as the Red Lake currant which has been offered previously for trial as Minnesota No. 124 is also particularly recommended by Professor Alderman.

Election of Officers

On the second day of the meeting, which was a combined program for members of both the state association and the Northern Retail group, a convention luncheon was held and attended by about sixty persons. Under this arrangement the annual banquet was dispensed with which allowed for an opportunity during the evening for delegates to visit and renew acquaintance. At the luncheon Edward F. Flynn, assistant general counsel of the Great Northern Railroad, brought out some of the facts that pertain to transportation and particularly the importance of the railroad to the Nursery industry. He told of present laws which hampered railroads in meeting competition of trucking companies and, in order to assist Nurserymen in the matters of rate revision, offered to help a committee appointed by the association to get in touch with the proper officials and to arrive at satisfactory understandings.

Before adjournment the following officers were elected for the coming year: D. M. Mitchell, Owatonna, president; B. J. Loss, Lake City, vice-president; H. S. Reid, St. Paul, treasurer; W. T. Cowperthwaite, St. Paul, secretary.

Lower Taxes Needed

Thomas E. Cashman, Owatonna, Minn., discussing the subject "Taxation" at the combined meetings of the Northern Retail and Minnesota Nurserymen's convention this month at Minneapolis said that lower taxes were needed to speed the return to economic normalcy.

In his talk Mr. Cashman discussed various forms of taxation and their effects upon business. He also emphasized what he said is a need for curtailed powers of the interstate commerce commission and more power for the state railroad and warehouse commission.

Northern Retail Officers

B. J. Loss, Lake City, and H. G. Loftus, Minneapolis, were re-elected president and secretary respectively. E. C. Hilborn was appointed delegate to the board of the National organization.

The Tennessee Nurserymen's Association will hold its annual convention in Nashville, during the first week in December, 1933.

An involuntary bankruptcy suit was filed against the Westover Nursery Company, St. Louis, Mo., last November. On December 27 H. W. Endres, acting president of the Company, filed a signed schedule in Federal Court showing the assets of the Westover Nurseries to be 229,160 and liabilities of \$122,668.

Maidencreek Nurseries, Inc., Reading, Pa., has been established by Grover V. and Wilbur B. Long, Frederick H. Worsinger, Sr., and Frederick H. Jr.—the purpose is to engage in landscape gardening and the Nursery stock business.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

Built To Serve

That's why the Neosho Digger is "The most economical and satisfactory on the market." Descriptive circular and prices on request. "Yours for Digging Satisfaction" NEOSHO NURSERIES CO. NEOSHO, MO.

Canterbury Boxwood

Buxus suffruticosa and B. sempervirens. Selected uniform plants; bushy and foliated to center; masses of fibrous roots. Finished specimens from 4 inches up, ready for quick shipment. Prices lower, plants larger. Ask for special list. CANTERBURY NURSERIES, Inc., Box A, Easton, Md.

Loose Leaf Plate Book

Special Sample Price \$1.50

ALSO COLORED PRINTS

PROCESS COLOR PRINTING CO. Searle Bldg. ROCHESTER, N. Y.

Grape Vines, Currants, Gooseberries and Berry Plants

All leading varieties and the new Portland, Fredonia, Sheridan, Ontario and Caco Grapes. Specializing in the growing of these items for forty-two years. WE KNOW HOW. Let us quote on your requirements.

The F. E. Schifferli & Son Nurseries FREDONIA, NEW YORK

FIELD ROSES

1932 - 1933

Large Assortment
Send for Late List

Howard Rose Co.
HEMET, CALIFORNIA

E. P. BERNARDIN
PARSONS, KANSAS
Established 1870

Specializes in
**AMOR PRIVET, SHRUBS
EVERGREENS**
and
SHADE TREES
for the great Southwest.

SCARFF'S NURSERY
offers the BEST in
Small Fruit Plants

Retain the confidence of your customers
by furnishing them the **Best up-to-date
Varieties and Disease Free Plants.**
Shipments direct under your tags, to
avoid delay.

Distributors for the Ohio Small Fruit
Improvement Association
ORNAMENTALS—EVERGREENS
Send for Wholesale Price List
W. N. SCARFF'S SONS, New Carlisle, Ohio
1500 A. Nursery, Orchards & Seed Farms

Portland Wholesale Nursery Co.
East Morrison at 23rd St.
PORTLAND, OREGON

Growers and Wholesalers of
**Strictly Choice Fruit, Shade,
Flowering and Evergreen Trees,
Roses, and Clean Coast Grown
Seedlings**

Correspondence solicited.

American Bulb Company
Importers and Growers of
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy
Lilies, Manetti, Lily of Valley, Spagnum Moss.
Send For Free Catalogue.

31-37 W. 27th St. 1335 W. Randolph St.
New York City Chicago, Ill.

Princeton Nurseries
of PRINCETON, N. J.

**SUPERIOR
Hardy Ornamentals**

SEEDS

HERBST BROTHERS, Inc.
Agents for T. SAKATA & CO.
92 Warren St. NEW YORK

THIS SIZE SPACE
\$2.10 Per Issue
Under Yearly Term \$1.90

Remember!

The results obtained in your nursery rows determine the value of the Lining Out Stock you buy.

Be done forever with light and scattered stands, idle land and costly experimentation.

Line out stock that will give you 85 and 100% stands in the field... Full rows mean economy; no idle land, stock up to size when needed and value received for your money.

Furthermore: buy where the supply is ample, the selection large and the grades and varieties are choice.

Our Fall 1932 LINING OUT STOCK LIST offers a complete line of hardy deciduous and coniferous ornamentals in lining out grades. Prices are consistent with the times and quality of stock offered.

Write for your copy today.

NAPERVILLE NURSERIES
Naperville, Illinois

SEEDLINGS

All in limited supply for the first time in several years.

APPLE MAZZARD FRENCH PEAR
MYRO "AHABE QUINCE
CHINESE ELM

Quality up. Prices down. C. L. rates to some point near you.

WASHINGTON NURSERIES, TOPPENISH WASHINGTON

85,000 PEACH—9's, 7's, 5's in leading commercial varieties. Grown right.
1,000 SWEET CHERRIES—11/16 only. In best varieties.
5,000 NORWAY MAPLES—6', 8', 10', 12'. Fine stock.

A long variety in Perennials, Shrubs and Evergreens.

ASK US FOR QUOTATIONS

KEYSTONE STATE NURSERIES New Galilee, Pa.

C. R. BURR & CO., INC.
MANCHESTER, CONN.

HEAVY SURPLUS ON SOME ITEMS
Write For Low Prices

CONIGISKY'S
HAND COLORED PHOTOGRAPHS
DOUBLE AGENTS ORDERS
Shrubs, Perennials, Evergreens, Roses
in Life-Like Reproduction
CATALOG AND PRICE LIST FREE!
B. F. CONIGISKY 211-A Hamilton St.
Peoria, Ill.

NURSERY TOOLS
LEONARD FULL-STRAPPED SPADES
KUNDE KNIVES AND SHEARS
Write for 96-page Wholesale Catalog
Illustrating over 600 Hand Tools
A. M. LEONARD & SON
PIQUA OHIO

CAR LOTS OR LESS

Maples

Norway, Schwedler,
Sycamore & Sugar,
Whips & Branched.
Globe head Norway.

Birch

Cutleaf Weeping,
Purple leaf, Pyramidal,
European & American White

Japanese Flowering Cherry
Assorted varieties.

Chinese Elm

Lining out seedlings
Branched transplants
All grades.

Pink Flowering Locust

(Robinia Hispida)
1 and 2 year heads.

Paul's Scarlet Flowering Thorn

Low and High branched.

Flowering Plum

Bliriana, Newport,
Pissardi, Triloba.

Fruit Tree Seedlings

Milton Nursery Company

Incorporated

A. Miller & Sons
MILTON, OREGON
Established 1878

Combination cars to Eastern Points
cut freight costs.

TREES

BIRCH, Cut Leaf Weeping
European White
CRAB, Flowering
CHERRY, Flowering ELM, Moline
Weeping MAPLE, Norway
American " Schwedler
Chinese " Sugar

Quality up. Prices down. C. L. rates to some point near you.

WASHINGTON NURSERIES, TOPPENISH WASHINGTON

THE WESTMINSTER NURSERY

WESTMINSTER, MD.

Offers at special prices California Privet,
Lombardy Poplars, Oriental Planes,
Shrubbery, Evergreens, Perennials, etc.
Write for new price list.

Hill's Evergreen Plate Book

50 four-color process prints from photographs, 5 1/2 x 9
inches. Loose leaf. Cloth binding \$3.00. Leather,
\$3.75. Post-paid. Great help in selling. Order for your
salesmen. Money refunded if not satisfied.

D. HILL NURSERY CO.
Evergreen Specialists. Largest Growers in America
Box 402 DUNDEE, ILL.

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford Delaware

CLOSINGTIME:

FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

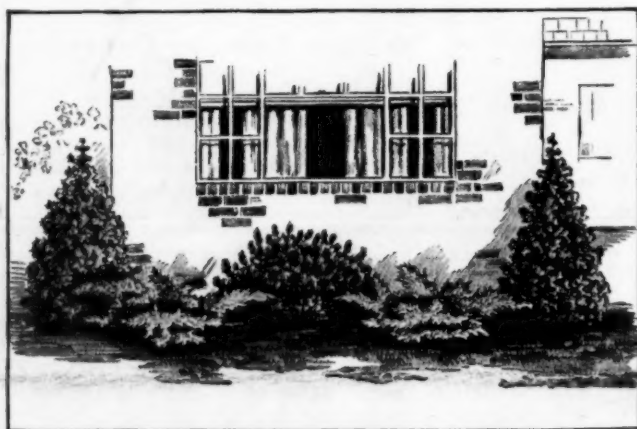
American Fruits Publishing Company, P. O. Box 124, Rochester, N. Y.

HILL'S EVERGREENS

Not Only a Product of Merit but a Service Unexcelled

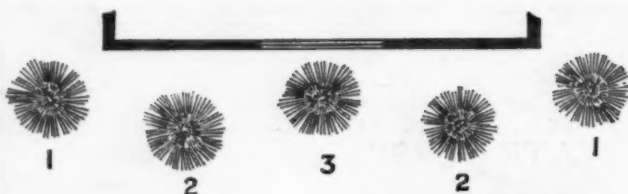
For seventy-eight years the Hill Nursery at Dundee has been growing Evergreens, making it a specialty. Every year has seen progress. Today Hill Offers everything that can be desired in Evergreens, and in a service which is appreciated by everyone who sells Evergreens and every person who desires to make use of them in home ornamentation.

At the Hill Nursery many interesting and exclusive varieties of evergreen are produced. Seed planted here is all from known origin gathered under our supervision in localities known by experience to produce trees best suited to our climate. Improvement of types is carried on continually, as we produce from cuttings and grafts only trees of finest character.



Specimen Illustration from HILL'S Book of Lessons on the Use of EVERGREENS

Every person interested in the proper way to use evergreens in landscaping, entrance and foundation planting, rock garden decoration and many other purposes will find the Hill booklet "Simple lessons in the Use of Evergreens" very interesting and instructive. It contains 32 pages of sketches showing just how to select the best varieties and how to locate the trees in planting. The book is sent free upon request. Ask for it.



Whatever Your Needs, HILL Can Serve You Well

We can furnish your evergreens at the lowest possible cost consistent with good quality and fair treatment. Our location, only 40 miles from Chicago, gives us direct access to all the leading railroads, and insures the best shipping service to all points.

*A copy of Hill's latest trade list will
be sent to nurserymen on request.*

D. HILL NURSERY CO.

Established 1855

Evergreen Specialists « » Largest Growers in America
402 Cedar St., DUNDEE, ILL.

